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## Microsoft Advertising Search Certification

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By passing this exam, you've demonstrated your understanding of the search advertising ecosystem, including the Microsoft Advertising platform, solutions, search best practices, and have earned your Microsoft Advertising Search Certification.

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### Skills

- Ad Extensions
- Audiences
- Bid Strategies
- Budgets
- Conversion Tracking
- Dynamic Remarketing
- Dynamic Search Ads
- Google Import
- Keywords And Match Types
- Microsoft Advertising Editor
- Reporting And Billing
- Structure And Ads
- Targeting